

The Art of Facial Rejuvenation

Lambros Viennas, MD

Facial wrinkles and loss of skin elasticity are some of the signs of aging that are a result of many factors including sun damage, smoking, genetics, hormonal changes, gravity, and weakening and loss of supporting structures. The art of facial rejuvenation begins with evaluation, and developing a treatment plan tailored to the patient's cosmetic needs.

During evaluation, the face can be conceptually divided into the upper, middle and lower thirds. The upper third includes the forehead, and eyebrows which is an expressive part of the face evoked by facial muscles that may result in forehead wrinkles, frown lines and drooping of the eyebrows during the aging process. The eyelids, nose and cheeks comprise the middle third of the face. Gravitational soft tissue descent due to loss of skin integrity, fat volume loss, and skeletal changes may lead to excess skin of the eyelids, herniated eyelid fat pads, hollowing of the inner cheeks and drooping nose. Skin laxity and fat atrophy also contribute to deep skin folds, marionette lines, along the corners of the mouth, and jowls of the lower face. Wrinkles around the lips occur from underlying muscle effects. Patients may also develop redundant skin and neck bands due to loss of skin integrity and muscle tone.

Although the physical examination allows for a comprehensive approach in planning treatment, the most important factor is to address the patient's chief complaints and desire for improvement. There are many methods and technologies available that can be used to achieve a cosmetic result.



Options may include invasive procedures and minimally invasive techniques depending on the degree of facial aging. At EVMS Medical Group, we can develop a comprehensive treatment plan that can be tailored to achieve your goals for facial rejuvenation.



Chemical Peels

Edward Prodanovic, MD

Chemical peels use a chemical solution to improve the texture and

tone of your skin by removing the damaged outer layers. Sun exposure, acne or just getting older can leave your skin tone uneven, wrinkled and spotted. A chemical peel is one of the most cost-effective ways to improve the appearance of your skin. At the EVMS Aesthetic Center, we offer a broad range of medical-grade chemical peels to ensure you receive the optimal service based on your needs and skin type. They are good for improving skin texture, brightening skin, reducing blemishes, treating acne, smoothing the appearance of fine lines. The regenerated skin will usually be smoother and less wrinkled. Medical-strength peels are only available at medical clinics. Treatments take about 20 to 30 minutes, depending on the area of the body treated and the type of peel being used.

Results vary depending on preexisting conditions. Some patients will require multiple treatments for optimal results but most will notice that the skin will be smoother, blemishes will decrease, leaving a more even complexion.



Revive your eyes with a non-surgical eyebrow lift!

Eric Dobratz, MD

Botulinum toxin (Botox® or Dysport®) has been used to treat wrinkles and frown lines in between the eyebrows for over 15 years. More recently, botulinum toxin has been used to weaken wrinkles around the eyes (crows feet) and the forehead. Another recent development has been the use of botulinum toxin to elevate the eyebrows, creating a non-surgical brow lift that provides patients with a more open and refreshed appearance to the eyes.

Botulinum toxin was first used cosmetically to treat the “frown lines” or “11” lines between the eyebrows. Many people noted that the inner and middle portions of their eyebrows were elevated with these treatments. Some studies showed as

much as 2-3 mm of elevation. While slight elevation of the inner or middle eyebrow may be pleasing, many people desire elevation of the lateral, or outside eyebrow instead. It is the depressed lateral brows that are more often the cause of a tired appearance to the eyes.

With this in mind, many physicians specializing in cosmetic procedures have been injecting botulinum toxin directly under the lateral eyebrow, which weakens the muscles that are pulling the lateral eyebrow down. This allows the muscles in the forehead to lift up on the lateral eyebrow without any muscles pulling down and creates an elevation of the lateral portion of the eyebrow. When this technique is combined with the traditional treatment for “frown lines,” patients may achieve a very pleasing brow lift across the entire brow. This lift opens up the eyes allowing for a more alert and refreshed appearance without surgery!

The EVMS Aesthetic Center is the only cosmetic program in Hampton Roads that includes physician expertise from three specialties, Plastic Surgery, Facial Plastic Surgery and Dermatology. By offering a collaborative and academic approach, we are able to provide a comprehensive plan to achieve each patient's unique cosmetic goals. We use the most cutting edge techniques and technologies for both surgical and non-surgical (minimally invasive) procedures to rejuvenate and enhance your appearance.



Eric Dobratz, MD, EVMS Facial Plastic Surgery; Edward Prodanovic, MD, EVMS Dermatology; Lambros Viennas, MD, EVMS Plastic Surgery

**Call 1.888.PLA.EVMS to schedule a consultation or service or email us at evmsplasticsurgery@evms.edu.
Offices located on the EVMS Campus in Norfolk and Sentara Princess Anne Campus in Virginia Beach.
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